

FIG. 1

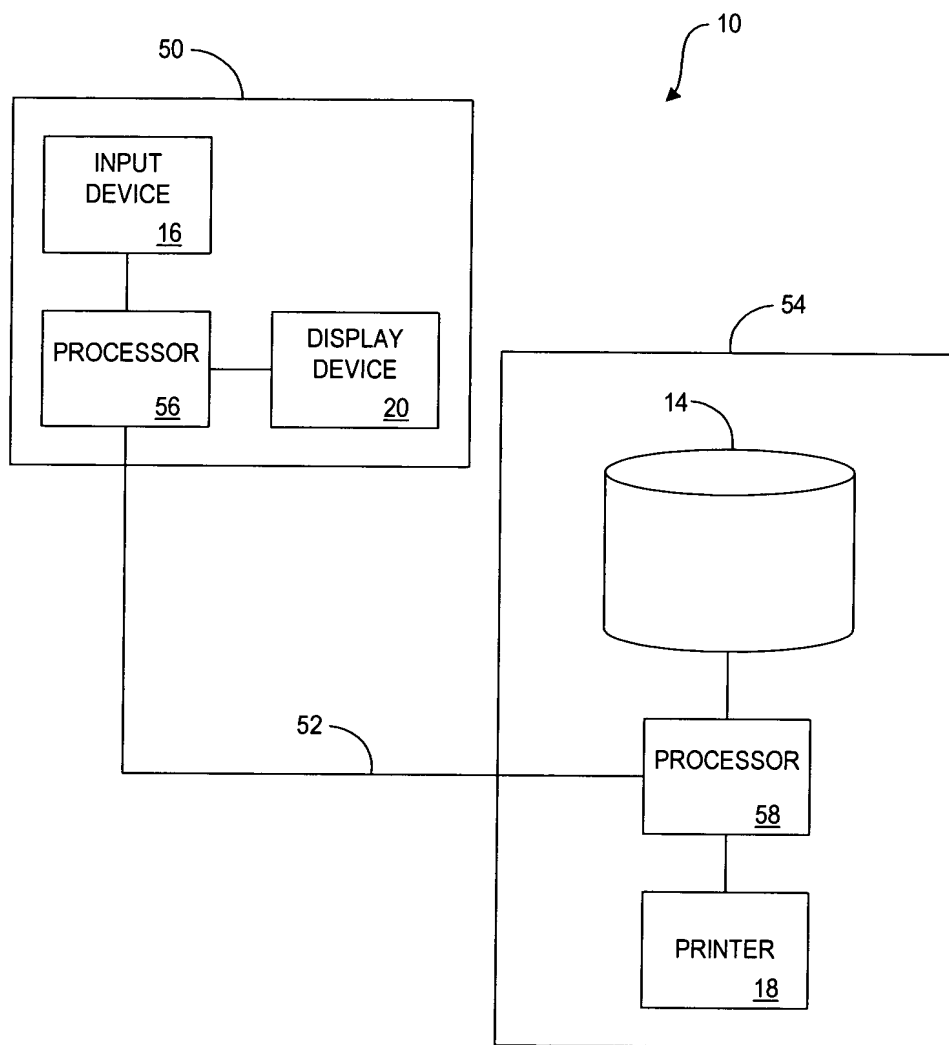


FIG. 2

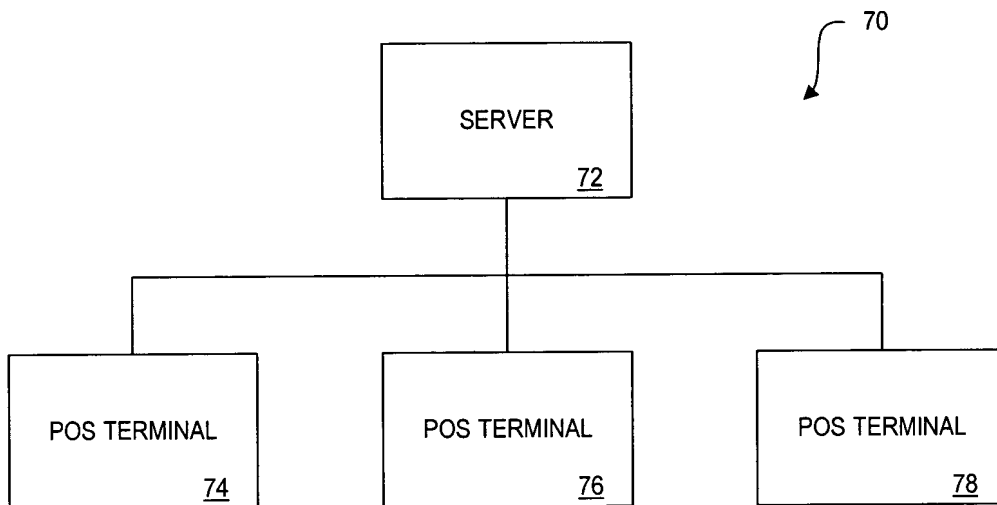


FIG. 3

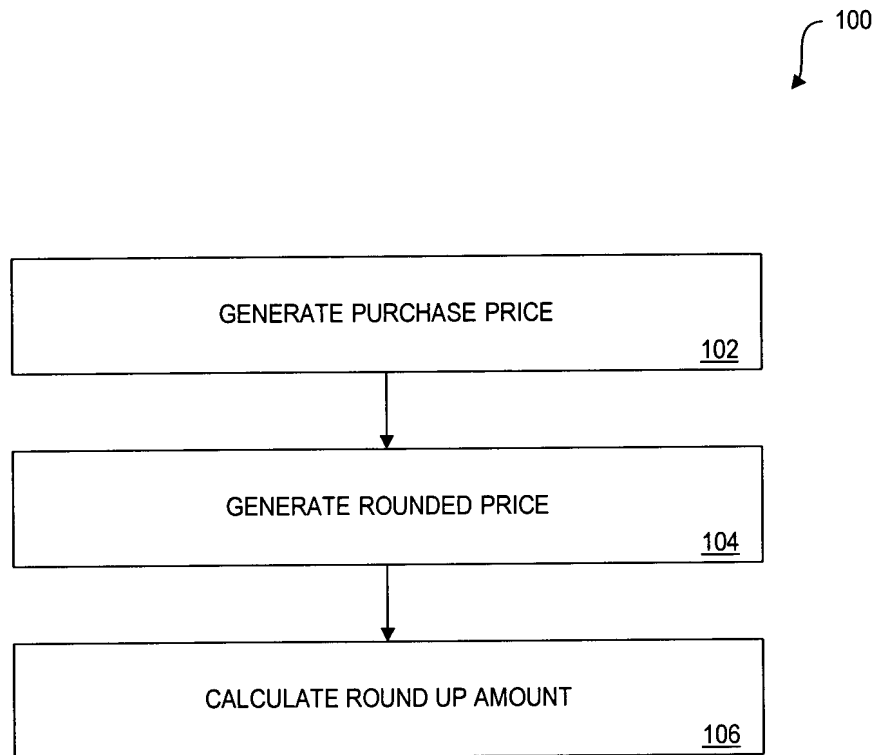


FIG. 4

23

RANGE OF PURCHASE PRICES <u>130</u>	ROUNDING MULTIPLE <u>132</u>
\$0.00 - \$7.49	\$1.00
\$7.50 - \$9.99	\$5.00
\$10.00 - \$12.49	\$1.00
\$12.50 AND GREATER	\$5.00

122
124
126
128

FIG. 5

138

140

ITEM	ROUNDING MULTIPLE IF INCLUDED	ROUNDING MULTIPLE IF NOT INCLUDED
142 SWORDFISH STEAK	\$10.00	\$1.00

FIG. 6

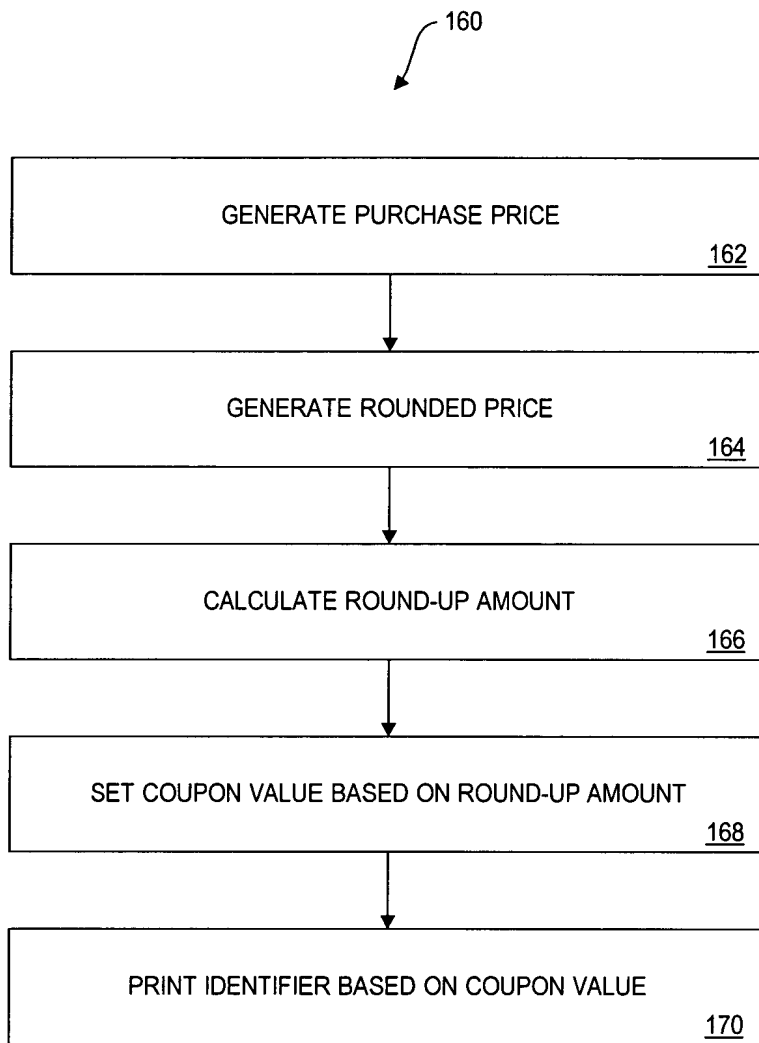


FIG. 7

CUSTOMER IDENTIFIER <u>208</u>	NUMBER OF PURCHASES <u>210</u>	NUMBER OF COUPONS REDEEMED <u>212</u>	AVERAGE NUMBER OF COUPONS REDEEMED PER PURCHASE <u>214</u>
1234567	7	2	0.29
1234568	10	0	0
1234569	11	4	0.36
1234570	2	1	0.50

200
202
204
206

FIG. 8

230



CUSTOMER IDENTIFIER <u>238</u>	NUMBER OF PURCHASES <u>240</u>	NUMBER OF ACCEPTED UPSELL OFFERS <u>242</u>	ACCEPTANCE RATE <u>244</u>
1234567	7	3	0.43
1234568	10	1	0.10
1234569	11	8	0.73

232



234



236



FIG. 9

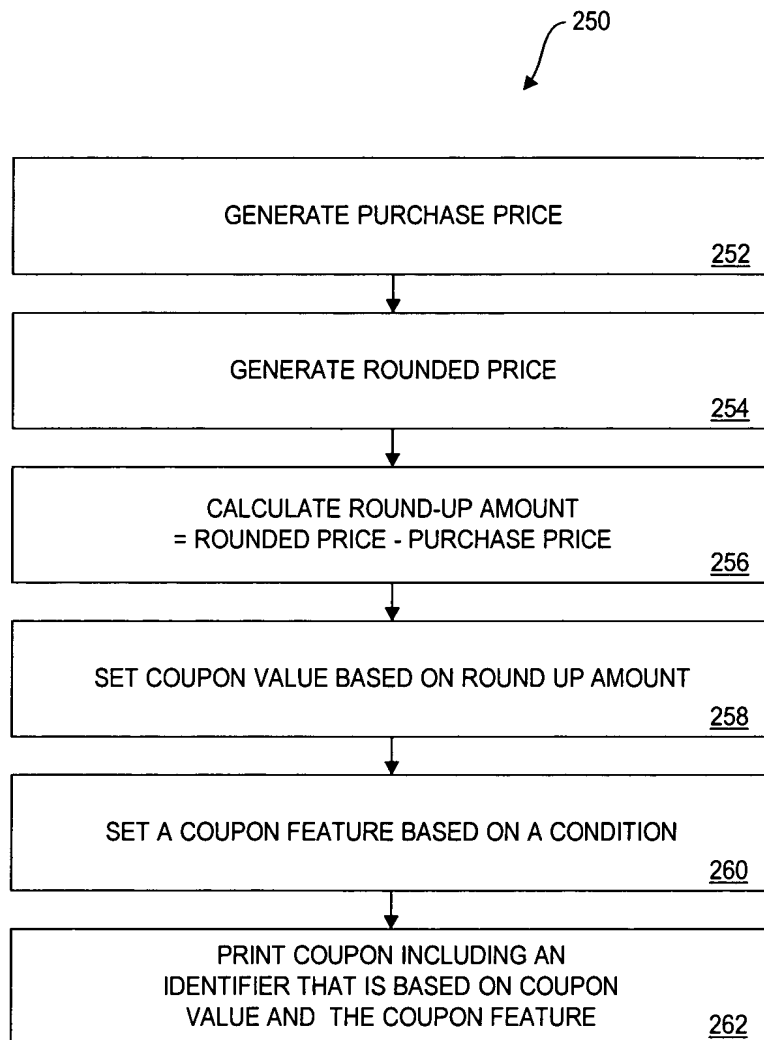


FIG. 10

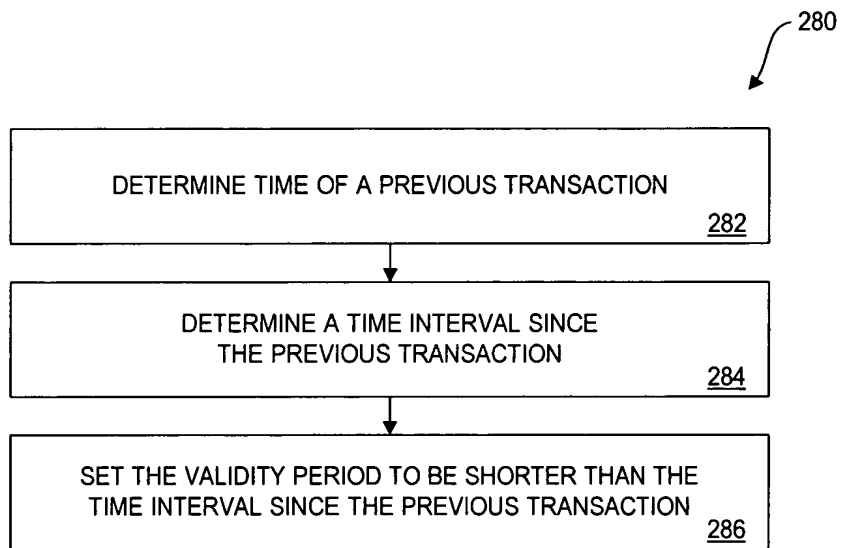


FIG. 11

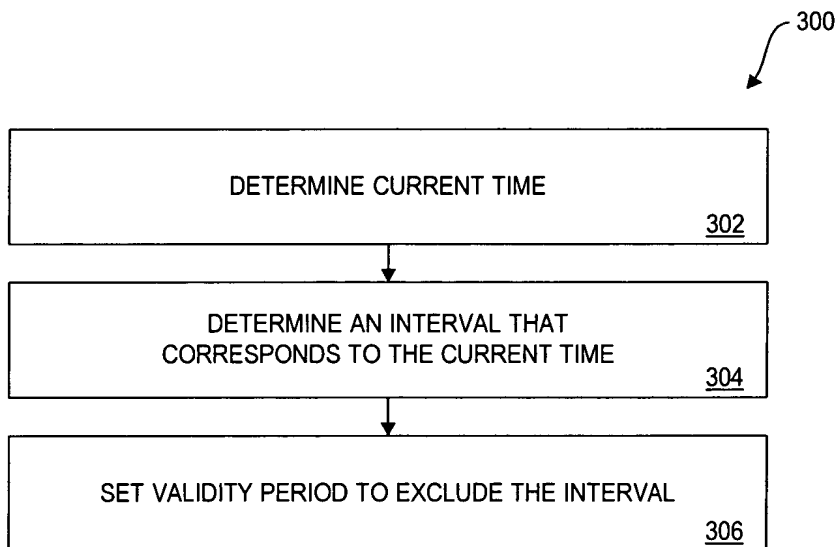


FIG. 12

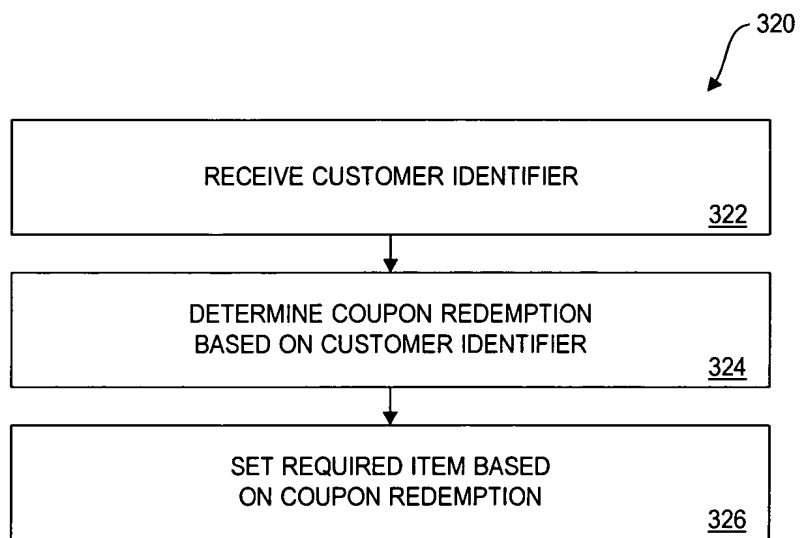


FIG. 13

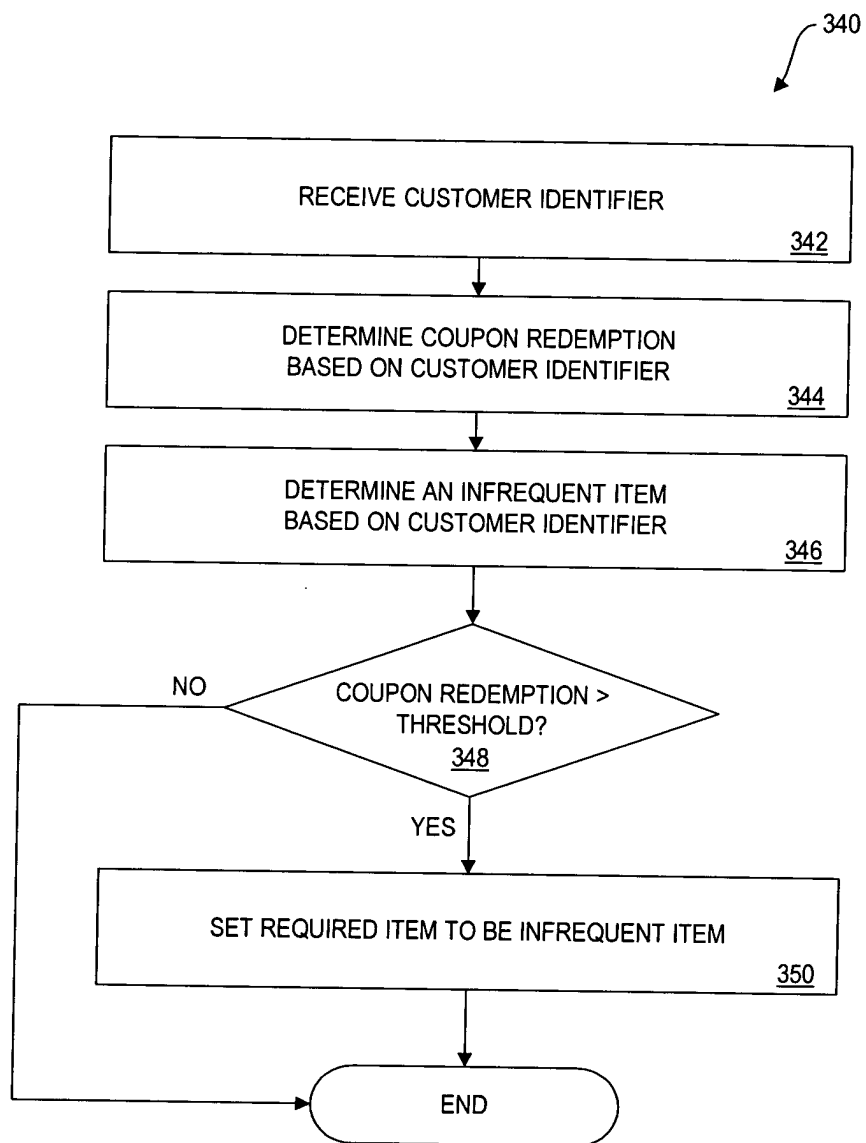


FIG. 14

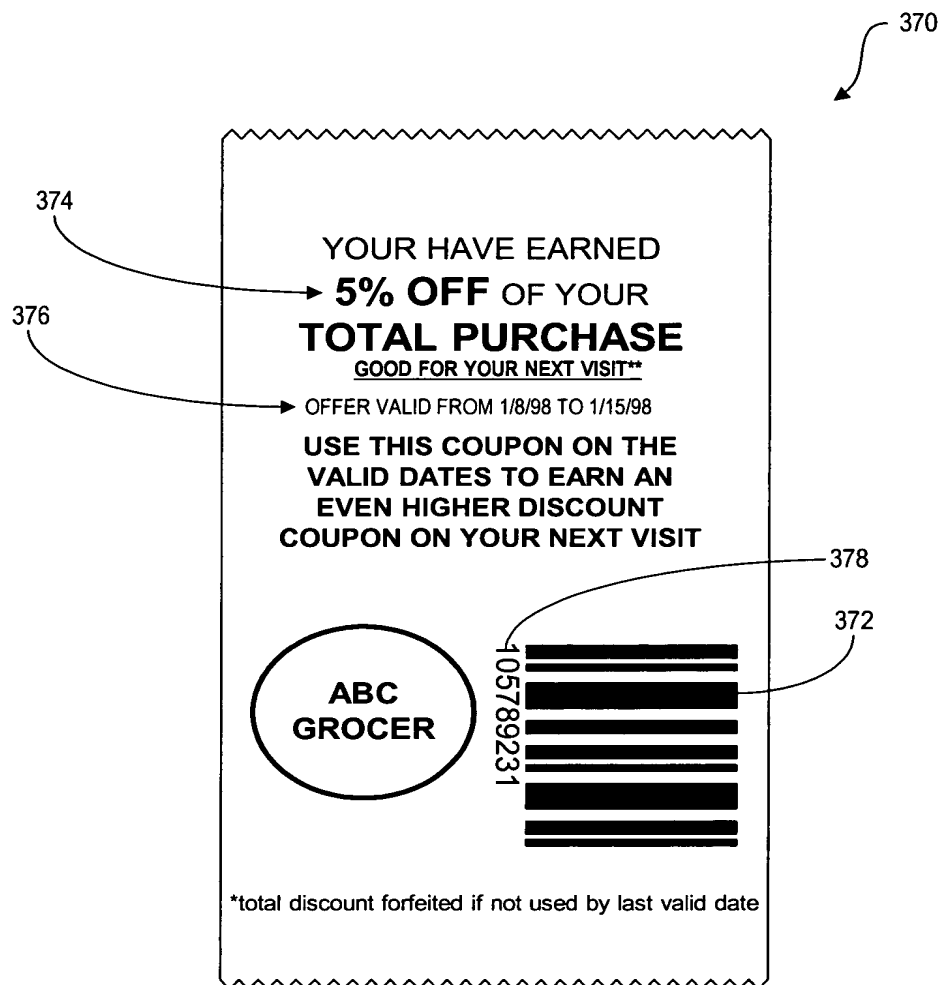


FIG. 15

COUPON IDENTIFIER 396	COUPON VALUE 398	VALIDITY PERIOD 400	REQUIRED ITEM 402
105789230	\$1.00 OFF PURCHASE PRICE	10/1/99 - 10/4/99	-
105789231	5% OFF PURCHASE PRICE	-	-
105789232	ACME TORTELLINI FOR \$0.50	-	ACME TORTELLINI

390

392

394

FIG. 16

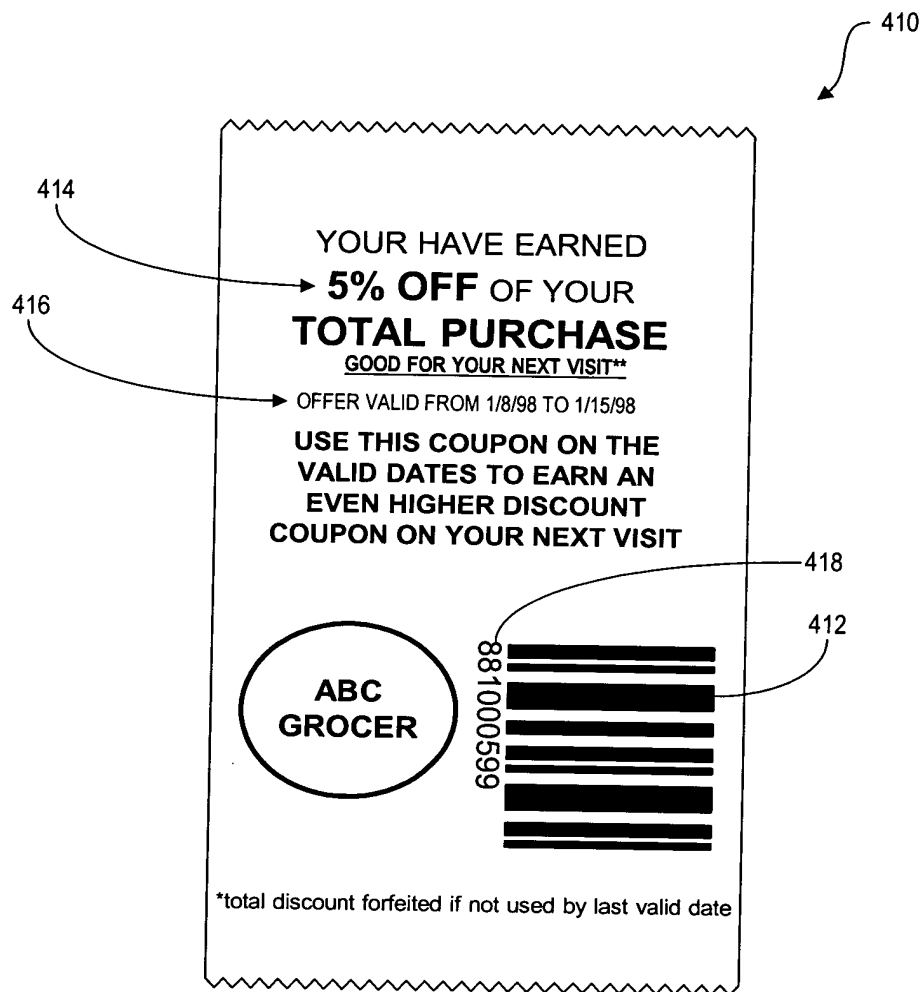


FIG. 17

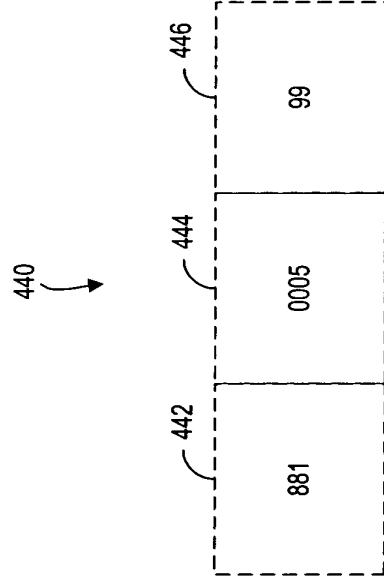


FIG. 18

ENCODING SCHEME IDENTIFIER	DESCRIPTION
880	DIGITS 4-6 INDICATE A REQUIRED ITEM, DIGITS 7-9 INDICATE A PERCENTAGE DISCOUNT APPLIED TO THE REQUIRED ITEM
881	DIGITS 4-7 INDICATE A PERCENTAGE DISCOUNT APPLIED TO PURCHASE PRICE, REMAINING DIGITS IGNORED
882	DIGITS 4-9 INDICATE AN EXPIRATION DATE, DIGITS 10-12 INDICATE AN AMOUNT BY WHICH THE PURCHASE PRICE IS REDUCED

462
464
466

FIG. 19

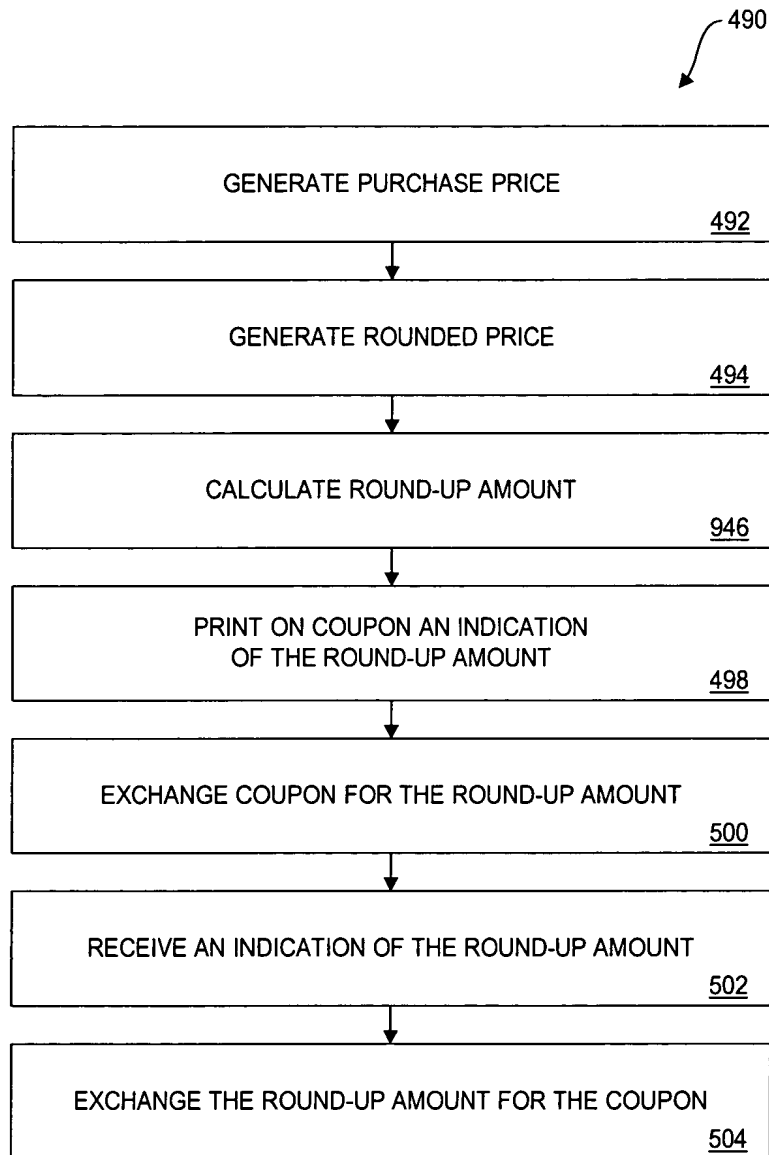


FIG. 20